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PAUL J. HOWARD'S CALIFORNIA FLOWERLAND BULBS

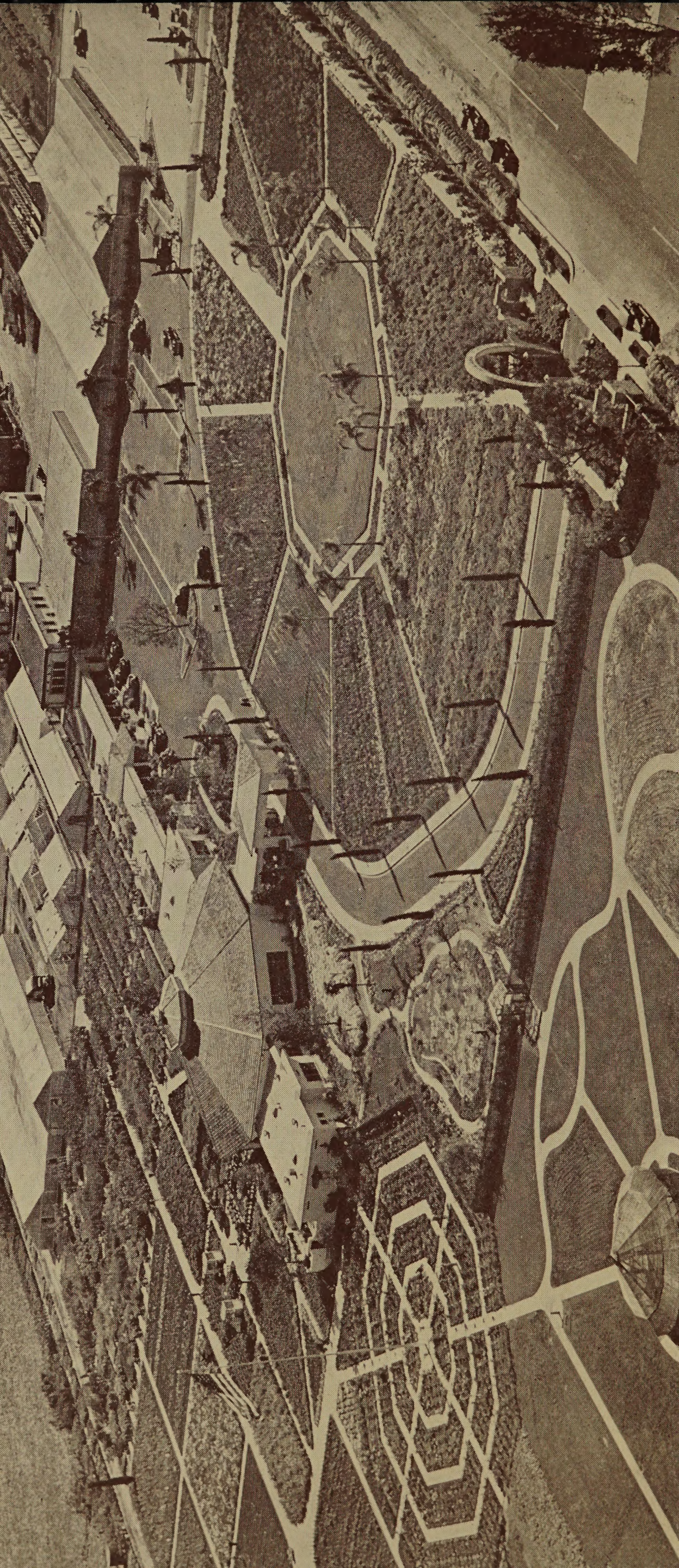
FALL • 1940

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Ready for your selection at California Flowerland are hundreds of thousands of wonderful bulbs for fall planting. See them displayed in our beautiful store if possible, or order by mail . . . you will be delighted with the size, quality and firmness of our clean healthy bulbs, full of vitality, packed with blossom buds to give you more flowers for a glorious spring garden.

1941
PAUL J. HOWARD'S
California Flowerland

11700 NATIONAL BOULEVARD, AT BARRINGTON AVENUE • LOS ANGELES



Noteworthy Features and Events at

PAUL J. HOWARD'S

California Flowerland



"The Garden of a Thousand Roses"

More than 250 varieties in beautifully arranged gardens. Best fall blooms usually are produced in October and early November. Many of the varieties available for planting now.

Dahlia Gardens

Thousands of plants in bloom in October. Select varieties now for spring planting.

Chrysanthemum Display

October through December. Hundreds of varieties and types. Specimen plants on sale . . . leave your order for young plants for spring planting.

Seasonal Flower Displays

Great beds of annual and perennial plants in bloom each season of the year. An inspiring demonstration of what to plant, when and where to plant, and how to grow flowers in your garden.

Gifts and Artware

An amazing display in our beautiful store of vases, jardinières, figures in china and glass and gift articles from France, England, China, Italy, Persia and other lands, for wedding, birthday and holiday gifts. Visitors are intrigued with our display and freely comment on our comparatively lower prices.

Potted Plants

From our greenhouse comes a constant supply of fine potted plants for home decoration, garden and patio planting, and for gifts.

Other Features

Include Camellia and Azalea display, December to May, Cinerarias and Primrose, Fuchsias, Tuberous Begonias, great beds of fragrant new violets, and . . .

Our Nursery Department features at all times a complete selection of trees, shrubs, flowering plants, bedding plants, seeds, bulbs, . . . everything imaginable for a completely landscaped home. Remember again, our prices are competitive.

Seed Department

A new and enlarged seed department where we packet our own fresh seed of finest strains as demonstrated in our gardens. Bulk seeds, lawn and grass seeds.

Tools, furniture, garden equipment, insecticides, fertilizers, books on gardening, help complete the merchandise available to you in our store.

Botanical Garden.

Now being planted, a demonstration garden for flowering shrubs, trees, ornamental shrubs and plants from all over the world adapted to Southland gardens. A feature of immeasurable educational value to which will be added new introductions as they are available and including material collected by our plant explorer, Don Rujello, on his expedition to Central America last winter.



**PAUL J. HOWARD'S
CALIFORNIA FLOWERLAND**

**11700 National Boulevard
LOS ANGELES, CALIF.**

CALIFORNIA FLOWERLAND

CALIFORNIA FLOWERLAND

ANEMONES

Grand poppy-like flowers of large size in beautiful colors. Robust growing, with rigid stems, making long-lasting cut flowers. A bed or border of our wonderful anemones makes a glorious display all spring.

Plant bulbs about 8 inches apart, 1 inch deep in well-prepared soil. Culture is similar to Ranunculus.

California Flowerland Mixture. Brilliant and varied colors from many tones of pink to rich blues and brilliant scarlet, many with pure white zone surrounding black center.

Mammoth Bulbs. **Dozen, 75c; 100, \$5.00**
Large Bulbs**Dozen, 40c; 100, \$3.00**
Bargain Bulbs,
 flowering size **Dozen, 25c; 100, \$1.50**

Blue Poppy Anemone. Large, violet blue, black center.

Mammoth Bulbs ..**Dozen, 75c; 100, \$5.00**
Large Bulbs**Dozen, 50c; 100, \$3.50**

His Excellency. Vivid scarlet, silver white base and black center. Large and showy.

Mammoth Bulbs ..**Dozen, 75c; 100, \$5.00**
Large Bulbs**Dozen, 50c; 100, \$3.50**

White Poppy. A lovely dazzling white flower, with faint green center. New.

Mammoth Bulbs ..**Dozen, 75c; 100, \$5.00**
Large Bulbs**Dozen, 50c; 100, \$3.50**

The Governor. A new dazzling rich red, semi-double on tall stiff stems for cutting.

Mammoth Bulbs ..**Dozen, 75c; 100, \$5.00**
Large Bulbs**Dozen, 50c; 100, \$3.50**

St. Brigid. Large, semi-double flowers in a lovely mixture of colors.

Mammoth Bulbs ..**Dozen, 75c; 100, \$5.00**
Large Bulbs**Dozen, 50c; 100, \$3.50**

ALLIUM NEAPOLITANUM

Dainty clusters of twenty to thirty white flowers on tall, stiff stems. Easily grown in any part of the garden.

Dozen, 50c; 100, \$3.50

AMARYLLIS

Mammoth Hybrids. Flowers of amazing size, three or four blossoms, often eight or ten inches across, on tall straight stems, in a mixture of rich reds, rose, pink, and white striped or marked with red and pink.

Huge Bulbs **50c each; Dozen, \$5.00**

Amaryllis Belladonna. Clusters of pure pink flowers, blooming in summer. Hardy in California anywhere in the garden.

20c each; dozen, \$2.00

Plant amaryllis so that top of bulb is even with surface of soil, in sun or partial shade. Do not disturb bulbs for several years after planting.

BABIANA

Spring flowering bulbs similar to Sparaxis in mixture of blues, reds, and purples. Effective in groups. Culture same as freesia.

Dozen, 50c; 100, \$3.50

BRODIAEA CAPITATA

Native California bulbs, very showy in the garden, with round cluster of violet-blue flowers on tall wiry stem.

Plant about four inches deep in well-drained soil, water sparingly. Sun or part shade.

Dozen, 60c; 100, \$4.50

CALOCHORTUS

Butterfly, or Mariposa Tulip. Lovely, three-petaled flowers in variety of colors with butterfly markings.

Plant in very well-drained, sandy soil, do not water much. They are California wildflowers.

Dozen, 75c; 100, \$5.00

CALLAS

Aethiopica. The well-known large white calla lily, with tall stems. Plant in shade or partial shade. Of easy culture.

Extra Large Bulbs. **Dozen, \$1.50; 100, \$10.00**

Large Bulbs **Dozen, \$1.00; 100, \$ 7.50**

Baby White Calla. A charming miniature form of the above, lovely in vases, floral arrangements and corsages.

Bulbs, September, October; potted plants only later.

20c each; dozen, \$2.00; 50 for \$7.50

Golden Calla. Beautiful yellow flowers on tall stems. Foliage attractively marked with silver. Grow in pots, or in shady beds. Lift bulbs in late summer, replant in November or December.

Mammoth Bulbs . . . **Each, 35c; dozen, \$3.50**

Extra Large Bulbs . . . **Each, 20c; dozen, \$2.00**

Large Bulbs **Each, 15c; dozen, \$1.50**

The larger bulbs produce more flowers.

Pink Calla. Charming deep rosy pink flowers of small size, ideal for floral arrangements.

Each, 75c; dozen, \$7.50

CALIFORNIA FLOWERLAND

FRAGRANT FREESIAS

These freesias are a great improvement over older varieties, flowers are larger, colors more intense, and they have longer, sturdier stems. For fragrance, no flowers are more delightful.

Plant freesias in sun or partial shade, preferably in beds, or borders, spacing the bulbs five or six inches apart. Prepare the soil well by spading up and pulverizing. Cover the bulbs about two inches. Keep soil moist, but not too wet.

Our larger bulbs grow better.

Giant Purity. Pure White.

Dozen, 35c; 100, \$2.50

Achievement. Deep golden yellow with dark orange blotches.

Albatre. A new pure white, of waxy texture on long, rigid stems.

Celeste. Beautiful bright violet blue.

Climax. Bright rosy pink.

Freesias continued on next page

PAUL J. HOWARD'S

Golden Daffodil—Golden Wonder is so much superior we no longer grow this variety.

Golden Wonder. Large, clear, rich yellow.

Orchidea. Soft pearly orchid, gold throat.

Sunset. Golden yellow, orange tints.

California Flowerland Mixture. A carefully blended mixture of the best varieties only, but not including white.

Prices of all of the above newer Freesias:

Dozen, 60c; 100, \$4.00

SPECIAL BARGAIN

Fragrant Rainbow Freesia Mixture

Exceptional value for large plantings of delightfully fragrant Freesias, in a splendid mixture of all colors.

1 dozen, 30c; 100 bulbs for \$2.00

BABY GLADIOLUS

Baby Gladiolus are delightfully graceful for cut flowers, their slender but strong stems make them easily used in attractive floral arrangements. Many butterfly-like blossoms are open at one time on each stem.

Plant about two inches deep in a sunny location. They are not particular about soil but prefer sandy loam. General culture is like the large Gladiolus. Plant in rows for cutting, or in groups for garden effect.

Separate colors: Orchid, Salmon, Red, Orange, Scarlet, Rose, Pink, Brick Red, Ashes of Roses, Lavender-Blue, Lavender-Orchid, Cerise.

Dozen, 75c; 100, \$5.00

IRIS—DUTCH (Improved Spanish)

The bulbous Dutch Iris have largely replaced the Spanish because of their earlier bloom, larger size. They are one of the best cut flowers among all spring flowering bulbs, and because of easy culture and greatly reduced price are becoming extremely popular. Make a large planting of these fine Iris for beautiful spring-flowering garden and to supply cut flowers for your table.

Plant bulbs in sun or part shade, in separate beds, or among other flowers and in front of shrubbery. Plant about three inches deep, keep well watered after foliage appears.

Blue Horizon. Sky blue with orange stripe.

Imperator. Rich deep blue, late flowering, extending the blooming season.

Leonardo da Vinci. Standards creamy white, falls canary yellow with orange stripe.

Indian Chief. Standards bronzy violet, falls rich bronze.

Therese Schwartz. Pale blue standards, falls white with orange stripe.

Wedgewood. Earliest and largest clear blue. Blooms ahead of all the others.

White Excelsior. Pure snowy white.

Yellow Queen. Clear golden yellow.

Price of any of the above

Dozen, 50c; 100, \$3.50

IRIS BARGAIN

A special mixture of all colors of Dutch Iris. Plant them all around your garden for lovely spring flowers.

Dozen, 35c; 100, \$2.75;

250 bulbs for \$7.50

Postpaid—Please add California Sales Tax.

ISMENE

Peruvian Daffodil. Large fragrant white flowers somewhat resembling a giant daffodil. Easily grown, and very attractive in the garden. Culture same as Amaryllis.

Each, 20c; dozen, \$2.00; 100, \$15.00

IXIA

Ixias bear star-shaped flowers in graceful clusters on slender, but strong wiry stems. They are lovely for cutting.

Like all South African bulbs, they need well-drained soil, preferably sandy. Put them in sun, or part shade, about five inches apart, and cover one inch.

Separate colors, jumbo-size bulbs: Red, Yellow, Pink, Rose, Orange, Cream.

Dozen, 75c; 100, \$5.00

Mixed colors, jumbo bulbs,

Dozen, 60c; 100, \$4.00

Smaller bulbs, mixed colors

Special, Dozen, 45c; 100, \$3.00

CAPE COWSLIPS

Lachenalia pendula superba. Beautiful and rare South African bulbs with bright red tubular blossoms with green tips, in clusters like fire crackers on straight stems. Beautiful in borders, or as pot plants, and splendid as cut flowers in dishes and bowls. Plant bulbs about one inch deep in early fall. In pots, they may be grouped close together; in the ground, space them about four inches apart.

Lachenalia rubida. Same as above, with rosy-red flowers. Both are lovely.

Each, 20c; dozen, \$2.00; 50 for \$8.00

SPRING SNOWFLAKES

Leucojum vernum. Graceful blossoms shaped like lily-of-the-valley, white, tipped green.

Plant the bulbs in sun or shade, three to eight inches apart and three inches deep. Leave them in to bloom year after year.

Largest bulbs, **dozen, 90c; 100, \$6.50**

Smaller size, **dozen, 65c; 100, \$4.00**

ALSTROEMERIA

The Peruvian Lily. Clusters of lily-like flowers, orange, with purple-brown spots.

Plant in partial shade in soil with leaf mold spaded in. Use also a top dressing of leaf mold for best results. Roots ready in December or January.

3 for 50c; Dozen, \$1.65; 50 for \$5.50

CALIFORNIA FLOWERLAND

LILIES

Madonna Lily. (*Lilium candidum*). Early snow-white garden lily. Beautiful in combination with delphinium.

Plant five inches deep in sun or partial shade. Early planting, September, October, is best.

Mammoth bulbs, **3 for \$1.00; dozen, \$3.50**
Large bulbs **dozen, \$2.50; 100, \$15.00**

Regal Lily. Very large white lilies, with golden centers and chocolate-red outside. Our mammoth bulbs produce clusters of ten to twenty flowers. Plant in partial shade.

Mammoth bulbs,
3 for \$1.00; dozen, \$3.50
Large bulbs,
Each, 20c; dozen, \$2.00; 50 for \$7.50

Siberian Coral Lily. (*L. Tenuifolium*). A beautiful little lily, with clusters of bright coral-colored flowers with prettily reflexed petals.

Each, 15c; dozen, \$1.50; 100, \$10.00

Lilium Shuksan. A rare and beautiful new oriental lily with bright orange-colored flowers. Hardy and easily grown. A splendid novelty for your garden.

Each \$1.25; 3 for \$3.25

California Leopard Lily. Beautiful orange lilies in great clusters on tall stems. Plant about 8 inches deep in shady position, where soil will be moist, but well drained.

3 for 85c; dozen, \$3.00; 50 for \$11.25

GRAPE HYACINTH

Muscari. Clusters of bright blue flowers like bunches of grapes on six-inch stems. Plant them thickly at edges of beds, in borders and rockeries. Cover bulbs about two inches. They will bloom year after year, making a carpet of blue.

Dozen, 50c; 100, \$3.50

AFRICAN STAR FLOWERS

(*Ornithogalum*)

All are remarkable for their keeping qualities, in the garden or as cut flowers.

Give them a sunny location, cover bulbs two or three inches. They are easily grown, sure to bloom for a long time.

O. Arabicum. Star of Bethlehem. The largest flowered variety, with cluster of paper-white flowers with jet black centers.

Dozen, 75c; 100, \$5.00

O. Thyrsiodes. Chinchinchee. Tall clusters of pure white flowers, lasting many weeks when cut.

Dozen, 75c; 100, \$5.00

O. Speciosum White. Silver Star. Dainty pearly white flowers on graceful stems. May be used like lily-of-the-valley in bouquets.

O. Aureum. Gold Star. Bright orange colored flower on twelve-inch stems, blooms very early.

3 for 45c; dozen, \$1.50; 100, \$10.00

Gold Star Hybrids. Larger and taller than above, colors orange red to bright yellow.

3 for 45c; dozen, \$1.50; 100, \$10.00

O. Fergusoni. Yellow Star. Bright yellow star-like flowers, 9-inch stems.

Dozen, 75c; 100, \$5.00

OXALIS

Buttercup-like flowers, fine in borders and beds. Bright and showy. Plant about six inches apart, one inch deep, anywhere in garden. **Boweii**, rose pink; **Bermuda Buttercup**, yellow; **Hirta**, rose pink, large, fine for pots; **Grand Duchess**, pink, and **Grand Duchess**, lavender.

Price of all Oxalis

Dozen, 50c; 100, \$3.50

SPIDER LILY

Pancratium Maritimum. Similar to *Ismene*, growing like a narcissus, with pure white flowers with interesting long filaments on the petals.

3 for 45c; dozen, \$1.50; 100, \$10.00

PAUL J. HOWARD'S
CALIFORNIA FLOWERLAND
RANUNCULUS

Paul J. Howard pioneered the introduction of these wonderful flowers which have now become the leading bulbs for spring flowers in California. Constant improvement in variety, color, size, and form has made our strain the finest in existence. Now, too, we have separate color blends, so that your flower beds and cut flowers may be arranged in harmony to suit your taste.

California Flowerland Giants. The most magnificent strain of mixed colors, including all shades of red, orange, yellow, gold, pink, rose, cream, and white.

Mammoth size bulbs **Dozen, 75c; 100, \$5.00**

Large bulbs **Dozen, 40c; 100, \$3.00**

Medium size bulbs. . **Dozen, 25c; 100, \$1.50**

**RANUNCULUS IN SEPARATE
COLOR BLENDS**

Finest type flowers in **Red Shades, Yellow Shades, and Golden Yellow.**

Mammoth bulbs . . . **Dozen, 85c; 100, \$6.00**

Medium size bulbs. . **Dozen, 40c; 100, \$3.00**

New colors: Pink Shades, a delightful blend.
White and Cream
Orange Shades

Mammoth bulbs . . **Dozen, \$1.00; 100, \$7.50**

Extra large bulbs. . . **Dozen, 75c; 100, \$5.00**

Ranunculus bulbs should not be planted before the last week in September. It is a good idea to start the bulbs in moist sand, planting them out as soon as they sprout. Plant with prongs down, in well-prepared soil. Cover about one inch. Space bulbs from six to twelve inches apart, depending on size of bulbs. They want a sunny exposure. Do not use peat in soil for ranunculus.

RANUNCULUS BARGAIN

Fine strain of mixed colors, double and semi-double Flowering size bulbs.

Doz., 20c; 100 for \$1.00; 250 for \$2.25

Postpaid—Please add California Sales Tax.

SPARAXIS

New California Hybrids. These flowers are very beautiful, sure to become extremely popular. They are large, flaring, star shaped, on long wiry stems. Colors include orange, salmon, scarlet, yellow, cream, crimson, pink and lavender. The centers are marked with deep lilac with black edge.

Culture same as freesia.

Jumbo bulbs, **dozen, 60c; 100, \$4.00**

Large bulbs, **dozen, 45c; 100, \$3.00**

STREPTANTHERA CUPREA

Brilliant Cape bulb, similar to Tritonia with flat, open flowers, brilliant orange red, with violet eye.

Dozen, 75c; 100, \$5.00

TIGRIDIA

Mexican Tiger Flower, or Shell Flower. These are the showy, three petalled, tiger-lily-like flowers which grew in the border around our driveway at California Flowerland, where everyone admired their unusual beauty. They bloomed continuously from early June until September. Flowers six inches across in brilliant tones of orange, scarlet rose, soft pink and yellow. Bulbs, in mixed colors, ready December to March.

Plant three inches deep and give same culture as Gladiolus. They are very easy to grow, require no special soil or care.

Dozen, \$1.50; 100, \$10.00

TRITONIA CROCATA

Flame Freesia. Beautiful vivid orange red, salmon, and pink flowers, separate colors, similar to freesia, with wide-open flowers. They bloom for a long time, making a brilliant show in the garden.

Culture same as freesias.

Jumbo bulbs, **dozen, 60c; 100, \$4.00**

Smaller size, **dozen, 35c; 100, \$2.50**

TULIPS

There will be no Tulips imported from Holland in time for fall planting. We have obtained a limited number of Tulip bulbs from the Pacific Northwest, and some from England, and can supply leading-named varieties in nearly all colors.

In spite of shortage of bulbs, our price for most of these Tulips is only

Dozen, \$1.00; 100, \$7.50

Send us your order for Tulip bulbs early, specifying colors preferred, and we will make up the assortment as desired. No charge for postage. Add California Sales Tax.

WATSONIA

Blooms resemble gladiolus, with several tall branching stems to each bulb. Fine for cutting, and make lovely clumps in the garden, where their tall, graceful spikes of bloom are very effective. Leave them undisturbed for several years. Dig and separate the bulbs when they become crowded.

Angusta. Orange-scarlet.

Edward Sturtevant. Scarlet.

Eunice. Flesh, tinted salmon.

J. J. Dean. Rich rose, broad showy petals.

Lillian Benner. Clear lavender-orchid.

Mrs. Bullard's White. A very fine, large pure white.

Fuchsia Rose. Deep orchid.

Early Pink. A pleasing, clear tone of pink.

O'Brieni. The most popular white. Probably no other species of flower is purer white than this Watsonia.

Victory. Coral-pink, with scarlet shadings.

Mixed. Containing a wide range of colors, including above and others.

Price of any of above Watsonias

Dozen, 85c; 100, \$6.50

ZEPHYRANTHES

Fairy Lilies. Dainty flowers, resembling crocus, but with taller stems, and longer lasting. Suitable for pots, rock gardens and borders.

Candida. White. **Dozen, 75c; 100, \$5.00**

Robusta. Rose-lavender.

Dozen, \$1.25; 100, \$8.00

NARCISSUS—DAFFODILS

We have this fall the finest stock of these bulbs it has ever been our pleasure to offer.

Our list includes the best popular varieties and many choice novelties. Plant plenty of Daffodils for their joyous spring blossoms.

Paul J. Howard's California Flowerland bulbs are extra large, firm, full of blossom buds.

YELLOW TRUMPET DAFFODILS

Alaska. Giant golden yellow flowers, gracefully frilled and recurved.

3 for 55c; doz., \$2.00; 100, \$15.00

Ben Hur. A glorious flower of immense size, pure Roman gold color, deeply frilled.

Each, 50c.

King Alfred. The most popular large yellow trumpet daffodil in California. Early blooming.

Large bulbs, **doz., \$1.00; 100, \$7.50.**

Mammoth bulbs, **2 for 35c; doz., \$1.75; 100, \$12.00**

Selected, huge bulbs, four to five flowers in each. (The best size for growing in pots or bowls.)

3 for 65c; doz., \$2.50; 100, \$18.00

Matamax. A strong growing, tall, large-flowered variety, like King Alfred, but blooming later.

3 for 55c; doz., \$2.00; 100, \$15.00

Minister Talma. The earliest golden yellow; plant with King Alfred and later varieties for a long season of bloom.

2 for 25c; doz., \$1.25; 100, \$8.00

Olympia. Large, frilled, golden yellow. Flowering just after King Alfred.

Each, 15c; doz., \$1.50; 100, \$10.00

Warwick. Star shaped perianth of great substance; golden yellow with trumpet a shade deeper. Outstanding.

2 for 35c; doz., \$1.75; 100, \$12.50

CALIFORNIA FLOWERLAND

Plant Narcissus or Daffodils as early as possible. Spade up soil deeply, work in well rotted manure and bone meal. The average depth to plant is three to four inches. They should be covered about twice the depth of the bulb. Plant in beds in clusters in the foreground of shrubbery, and in borders.

WHITE TRUMPET DAFFODILS

Exquisite daffodils with white petals and white or nearly white trumpets, including pink tones.

Ada Finch. Lovely pure white perianth and trumpet. A grand novelty.

Each, \$1.75

Alice Knights. Uniform creamy white.

3 for 55c; doz., \$2.00; 100, \$15.00

La Vestale. This lovely white daffodil, large and fine, grows and blooms year after year in Southern California.

Each, 35c; doz., \$3.50; 100, \$25.00

Lovenest. Among the daintiest of all, with saffron yellow trumpet turning to apricot pink. **Each, 75c; dozen, \$7.50**

Mrs. R. O. Backhouse. The famous "pink daffodil." Ivory white petals, long slim apricot-pink trumpet with deeply frilled edge. **Each, \$1.75; dozen, \$17.50**

W. P. Milner. A charming free flowering white. **3 for 55c; doz., \$2.00; 100, \$16.**

BI-COLOR DAFFODILS

Petals white; yellow, or pale primrose trumpets.

Empress. Perianth pure white, frilled trumpet rich yellow. **Dozen, 90c; 100, \$6.75.**

Victoria. Petals white, trumpet soft yellow. Large and early.

Dozen, \$1.00; 100, \$7.00

POETAZ NARCISSUS

Elvira. Tall vigorous grower bearing heads of well formed, deliciously fragrant flowers. Creamy white perianths, cups yellow.

Dozen, 85c; 100, \$6.50

CROWN DAFFODILS

Including *Incomparabilis* (I), *Barrii* (B), and *Leedsii* (L), all of which have beautiful perianth, and large, open crowns. A showy and hardy class of *Narcissus*.

Bernardino. (I) Perianth creamy white, cup yellow, edged orange.

Dozen, \$1.00; 100, \$7.50

Donatello (I) Light primrose perianth with overlapping petals giving golden effect. Pure deep yellow fluted and frilled trumpet. **Each, 15c; doz., \$1.50; 100, \$10.**

Dick Wellband. (I) A startling novelty. Its flame orange cup contrasts strikingly with the pure white petals.

Each, 90c; dozen, \$9.00

Francisca Drake. (I) Perianth pure white, tinted gold at base. Wide open, densely frilled crown golden yellow with flame orange edge. **3 for \$1.00; doz., \$3.50.**

Gloria Mundi. Star shaped yellow perianth, yellow cup edged red.

2 for 25c; doz., \$1.25; 100, \$9.00

Mi-Careme. (I) Distinct wide flaring trumpet of deep chrome yellow, frilled at edge. Perianth lighter yellow.

Each, 15c; doz., \$1.50; 100, \$10.00

Red Cross. (I) Sensational large flower with yellow perianth and deep yellow trumpet with a dense frill of deep orange.

2 for 45c; doz., \$2.25; 100, \$18.00

Sir Watkin. (I) A favorite variety of pure golden yellow.

Dozen, \$1.00; 100, \$7.50

Stella Pratt. Very beautiful star-shaped perianth of soft yellow. Deep yellow trumpet with decided orange frill.

Each, 15c; doz., \$1.50; 100, \$10.00

Whitewell. (I) Open fluted crown rich orange yellow; petals creamy white. Fine in garden or pots.

Dozen, \$1.00; 100, \$7.50

Yellow Poppy. (I) Perianth primrose yellow wide open cup, bright yellow edged orange.

Dozen, 90c; 100, \$6.50

CALIFORNIA FLOWERLAND

Alcida. (B) Giant flower, pure white, flat perianth with individual petals 1½ inches wide. Citron yellow cup with blood-orange frill.

2 for 35c; doz., \$1.75; 100, \$12.00

Anna Croft. (B) Perianth, light primrose, large trumpet deeply crinkled and frilled, deep yellow shading to orange.

2 for 35c; doz., \$1.75; 100, \$12.00

Barrii Conspicuus. (B) Bright yellow perianth, short broad cup edged orange-scarlet.

Dozen, 85c; 100, \$6.00

Diana Kasner. (B) Pure white perianth, large fluted yellow cup with blood red frill. One of the finest.

2 for 25c; doz., \$1.25; 100, \$8.50

Sunrise. (B) Star-shaped pure white perianth, with distinct golden rays extending up each petal from the base of the deep orange cup.

2 for 25c; doz., \$1.25; 100, \$8.00

Hera. (L) Broad creamy white perianth, deeply frilled cup of pearly white, edged pale primrose.

Each 10c; doz., \$1.00; 100, \$7.50

Louis Capet. (L) Perianth white, trumpet light primrose with golden anthers. A lovely, graceful flower.

2 for 35c; doz., \$1.75; 100, \$12.00

Mrs. Nette O'Melveny. (L) A dancing daffodil with pure white perianth and cup of clear lemon yellow with orange picotee.

Each 10c; doz., \$1.00; 100, \$7.50

Tunis. (L) We planted some of the first bulbs that came to this country from England, where it originated. It proved to be such an outstanding new variety, grew so well, we unhesitatingly recommend it for all gardens. Tall, robust growing with large blossoms of pure ivory white. The handsome, bold, trumpet is beautifully fringed and serrated with a remarkable flush of pale coppery gold at the edge.

Each 45c; 2 for 85c; dozen, \$4.50

CYCLAMEN FLOWERED DAFFODILS

Elegantly formed, of graceful habit.

Moonshine. Beautiful star-shaped creamy white flowers, often three to a stem, drooping gracefully. One of the most charming cut flowers imaginable, and especially fine in the rock garden or naturalizing in partial shade.

3 for 55c; doz., \$2.00; 100, \$15.00

February Gold. About the first daffodil to open in spring, and a lovely, graceful flower of deep golden yellow, with orange-fringed trumpet. Plant some in pots, too, to bloom in the window.

Each 30c; doz., \$3.00; 100, \$25.00

JONQUILS

These Narcissus have rush-like foliage, with deep golden yellow flowers shaped like trumpet daffodils, but miniature in form. Lovely planted intermingled with violets.

Buttercup. Clear buttercup yellow.

Dozen, \$1.75; 100, \$12.00

Golden Sceptre. Deep jonquil yellow.

Dozen, \$1.00; 100, \$7.50

Orange Queen. Striking, intense golden orange flowers, two or three to a stem. Delightful fragrance.

2 for 35c; doz., \$1.75; 100, \$12.00

DOUBLE DAFFODILS

Albus Plenus Odoratus. Snowy white, sweetly scented, resembling gardenias.

Dozen, 85c; 100, \$6.50

The Pearl. Creamy white flowers, interspersed with sulfur yellow.

2 for 25c; doz., \$1.25; 100, \$8.00

Von Sion. Pure golden yellow.

Dozen, \$1.00; 100, \$7.50

CHINESE SACRED LILY

The most popular bulb for growing in bowls. Clusters of white flowers with yellow cups. Each large bulb produces many blossoms.

**Huge bulbs, 3 for 55c; doz., \$2.00;
100, \$15.00**

Large bulbs, doz., 75c; 100, \$5.00

CLUSTER NARCISSUS

For growing in bowls, in water, in pots, or for planting in beds and borders for long-blooming cut flowers.

Paper White Narcissus. Dainty clusters of pure white, fragrant flowers. Use the largest size bulbs for bowls. Smaller ones are excellent for bedding.

Extra large bulbs, doz., 75c; 100, \$5.00

Large bulbs, dozen, 50c; 100, \$3.50

Soliel d'Or. Similar to Paper White in habit, large flowers of golden yellow with orange cups.

**Huge Bulbs, 3 for 55c; doz., \$2.00;
100, \$15.00**

**Large bulbs, 3 for 29c; dozen, 85c;
100, \$6.50**

GLADIOLUS TRISTIS

The Fragrant Gladiolus. Graceful creamy white flowers, with pleasing spicy fragrance at night.

Dozen, \$1.50; 100, \$10.00

GLORY OF THE SUN

Leucocoryne. Fragrant blue flowers, star shaped, clustered on long stems. Lovely for cutting, and becoming very popular.

Plant about three inches deep, 4 to 6 inches apart in sandy, well-drained soil.

Three-year-old, blooming size bulbs
Top size,

20c each; dozen, \$2.00; 100, \$15.00

Second size,
3 for 25c; dozen, 90c; 100, \$6.50

TUBEROSE

Bulbs ready in March.

The Pearl. Double, doz., \$1.00; 100, \$7.50

Single Mexicandoz., 65c; 100, \$4.50

CROCUS

Favorites for early flowering. Plant in beds, borders, or in the lawn, or grow in pots.

Light blue, Dark Blue, Purple, Striped, and Yellow.

Dozen, 60c; 100, \$4.00

Mixed colors, Dozen, 50c; 100, \$3.50

PAUL J. HOWARD'S
CALIFORNIA FLOWERLAND
GLADIOLUS

Prize winning novelties and the most popular garden and cut flower varieties. Choice, plump number one bulbs, grown in clean new soil.

Visitors to California Flowerland delight in our wonderful display of glorious gladiolus during the various blooming seasons.

	Dozen	100
AIDA. Beautiful violet blue, fine spike.	\$.60	\$ 4.00
BAGDAD. Soft smoky old rosetoned orange.60	4.00
BETTY NUTHALL. Rich orange-salmon, golden throat. One of the grandest gladiolus yet produced	.50	3.50
BLACK PANSY. Very dark, glossy red with velvety maroon throat. ...	1.00	7.50
CHARLES DICKENS. Rich velvety claret purple60	4.00
COMMANDER KOEHL. Huge velvety red.75	5.00
COPPER BRONZE. Unusual copper orange tinted bronze85	6.00
DR. F. E. BENNETT. Vivid flame red.	.50	3.50
FREDERICK SCHILLER. Delightful clear rich rose. Fall decorative spikes of very large flowers with glistening velvety petals. A unique and beautiful variety of our own introduction.	1.00	7.50
GLORIA MUNDI. Another Paul J. Howard introduction that we consider the finest pure yellow grown, deep, brilliant golden yellow.	1.00	7.50
GOLD EAGLE. Large yellow.50	3.50
HINEMOA. A most unusual color combination; artistic deep pink flaked with chocolate-crimson lighted with golden throat.	1.00	7.50
LA FIESTA. Ruffled soft orange....	1.00	7.50
LOS ANGELES. Beautiful coral pink..	.50	3.50
MAID OF ORLEANS. Glistening white, very tall.60	4.00
MANDARIN. A Paul J. Howard introduction. Glorious rich luminous orange.	1.50	10.00
MINUET. Fine lavender.50	3.50

CALIFORNIA FLOWERLAND

	Dozen	100
MR. W. H. PHIPPS. Tall gorgeous spikes of rich peach pink.50	3.50
MRS. LEON DOUGLAS. Huge begonia rose striped flame.50	3.50
MRS. VAN KONYNENBURG. Popular wisteria blue.60	4.00
PELAGRINA. Fine dark violet-blue, almost sapphire.60	4.00
PICARDY. Beautiful salmon, showy spike.50	3.50
RED PHIPPS. Magnificent long spikes of brilliant light red.60	4.00
SANTA FE. Beautifully ruffled flowers of copper yellow and red.	1.00	7.50
SHIRLEY TEMPLE. One of the most lovely of all. The large flowers are of glistening, waxy texture of soft cream color.85	6.00
VAGABOND PRINCE. A most unusual smoky garnet shade.	1.00	7.50
WHITE HOUSE. The finest free blooming white, pure and glistening. Excellent keeper. A Paul J. Howard introduction.85	6.00

EXTRA CHOICE MIXTURE

An extravagant blend of not only popular varieties, but including finest novelties. We make up this glorious mixture of lovely gladiolus to give you a real saving on large quantities.

**25 bulbs for 90c; 100 for \$3.50
250 for \$7.50**

SPECIAL COLLECTION HARDY GARDEN IRIS

One each of the following 12 varieties:

Value \$3.40
if purchased separately *for* **\$2.00**

POSTPAID

Anne Marie Cayeux Black Wings Easter Morn El Capitan Evolution Frieda Mohr	Indian Chief Los Angeles Pale Moonlight Pink Satin Persia William Mohr
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HARDY GARDEN IRIS

Collected from beautiful iris gardens of France and America by Paul J. Howard to enrich your garden with their orchid-like beauty.

Alice Harding. Beautiful soft primrose yellow, very large flowers of fine form, strong growing and free flowering. 3 ½ feet.

Each 50c; 3 for \$1.00

Anne Marie Cayeux. Beautifully blended tones of soft rosy heliotrope, greyish amber and orange, with rich iridescent cast. 3 ft.

Each 25c; 3 for 50c

Black Wings. Very deep blackish violet with wide, flaring falls. Large flowers on 30 inch stems.

Each 25c; 3 for 50c

Brown Betty. Cinnamon brown and copper tones blended with soft lavender. Fine large flowers on branched, 3 ½ ft. stems.

Each 60c; 3 for \$1.50

California Gold. Rich deep yellow of dazzling beauty on tall branching stems. A lovely new variety. 3 ft.

Each \$1.00; 3 for \$2.50

Charmeur. Delightfully fresh and new in color, of great value for garden effect and for cutting. The flowers, of good size and fine form, are delicate orchid-pink in color. 2 ½ ft.

Each 60c; 3 for \$1.50

Easter Morn. Sparkling pure white, lovely, tall branching stems. 4 ½ ft.

Each 35c; 3 for 75c

Eclador. A sensational yellow iris from France. Rich, deep golden in color, with a velvety sheen and texture, of great size and substance. Strong growing, with heavy, branched stems. 3 ft.

Each 75c; 3 for \$2.00

El Capitan. Very fine, tall, clear light violet blue. 4 ft.

Each 35c; 3 for 75c

Electre. Delightful new French iris. Standards and falls soft bluish lavender with a soft glow of gold. Distinct and charming.

Each 60c; 3 for \$1.50

Evolution. An outstanding French iris, with wide and frilled coppery bronze standards; flaring falls slightly deeper with rose-blue flame at center. 3 ft.

Each 25c; 3 for 50c

Francheville. Enormous flowers of striking effect on tall, branching stems. Standards fawn tinged lilac, falls purple, edged with lavender-brown, with radiating brown lines and orange beard. 4 ½ ft.

Each 50c; 3 for \$1.00

Frieda Mohr. Standards soft lilac, falls rich lilac rose. 4 ft.

Each 25c; 3 for 50c

CALIFORNIA FLOWERLAND

Genevieve Serouge. Lovely pastel tawny yellow flushed pale blue; falls lilac blended with pale flax blue, edged soft yellow. The charming flowers are very large and strong, on well-branched stems. 3½ ft.

Each \$1.00; 3 for \$2.50

Happy Days. Startlingly beautiful immense clear yellow flowers on tall branching stems, each carrying seven or eight massive blooms. Makes a brilliant spot in the garden. 3½ ft.

Each 75c; 3 for \$2.00

Indian Chief. Standards pinkish red, falls deep velvety rich red. 3 ft.

Each 25c; 3 for 50c

Los Angeles. Great white flowers faintly edged blue, clean and sparkling. 4 ft.

Each 35c; 3 for 75c

Nemo. Magnificent bright violet blue self, one of the most desirable colors in iris. Fragrant and effective, the very large flowers are borne on well-branched 4 ft. stems.

Each 60c; 3 for \$1.50

Pale Moonlight. Uniform pale blue on tall, sturdy stems. Fine. 4 ft.

Each 35c; 3 for 75c

Persia. A lovely blend of smoky blue, grey and bronze. 3 ft.

Each 25c; 3 for 50c

Pink Satin. One of the most nearly true pinks of any iris, smooth and glistening.

Each 25c; 3 for 50c

President Pilkington. Elegant flowers with pale buff standards with blue suffusion; falls wide and flaring soft lavender, edged silvery brown. 4 ft.

Each 60c; 3 for \$1.50

San Gabriel. Clear lavender blue, four to six feet high. Fragrant.

Each 25c; 3 for 50c

Shining Waters. Very beautiful clear blue. 4½ ft.

Each 50c; 3 for \$1.00

Sierra Blue. Clear blended blue, smooth and metallic, deeper than Shining Waters. 4½ ft.

Each 50c; 3 for \$1.00

Tombouctou. A wonderful new French iris in a lovely tone of clear deep mauve, uniform throughout. Large flowers on tall stems of fine branching habit. 4 ft.

Each 60c; 3 for \$1.50

William Mohr. Distinctly orchid-like. Pure lilac, veined with violet. 2 ft.

Each 25c; 3 for 50c

Zampa. A French introduction, an almost self-colored variety with great freedom of bloom. Standards and falls rich metallic blue. 3 ft.

Each 60c; 3 for \$1.50

PAUL J. HOWARD'S

PAUL J. HOWARD'S NEW METHOD
BEDDING PLANTS

"They Grow Better"

At last, bedding plants of highest quality, grown from our own selected seed, reliable separate colors of your choice.

Now priced so you can grow them in quantity. These superior Bedding Plants are grown in individual plant-band pots, assuring you stronger and better plants because—

Each has its own root system

They are not tangled up with roots of other plants as they are when flat grown.

No roots are cut when you transplant them

You don't have to cut them out of flats with a knife or trowel.

Every plant has an equal amount of soil and fertilizer

Plant-band pots contain an even amount of soil, giving each plant an equal start.

No need to plant them all at once.

Plant-band pots protect the roots from injury or drying out until you are ready to plant. You can space them in the beds as desired before planting without exposing roots to sun and air.

Easy to plant.

Plant-band pots save you time and effort in planting. Simply slit up one corner of the band with a knife. The plant-band unfolds, you have a perfect plant to set out—every root intact.

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PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

[illegible]

MESSAGE

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PAUL J. HOWARD'S CALIFORNIA FLOWERLAND.

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CALIFORNIA FLOWERLAND

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LOS ANGELES, CALIF.



CALIFORNIA FLOWERLAND



Plants in plant-band pots are packed in handy trays of 25 plants.

Easy to buy in any quantity, easy to carry, easy to plant.

Notice the difference right after planting.

Best of all, notice their stronger growth, superior blooming qualities.

They cost little more

than plants in flats.

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Because losses are so much less, you will find that plants in plant-band pots **actually cost you less.**

Annuals for fall planting—Snapdragon, Stock, Calendula, Phlox, Forget-me-not, Cornflower, Painted Daisy, Butterfly-flower, and many other varieties—are priced at only 2c each in units of 25 or more plants!

Price of most annuals in

Paul J. Howard's Plant-band Pots—

100 plants for \$2.00



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LOS ANGELES, CALIF.



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*With attractions to draw visitors from
all over the world*

California Flowerland

is within easy access over main highways from all points of the Southland. From downtown Los Angeles, drive west on either Wilshire, Olympic or Pico Boulevards; continue across Sepulveda Blvd. about 10 blocks to Barrington Ave., on which turn left (look for our direction sign) to National Blvd. Look for the big, beautiful American Flag in the center of Barrington Ave. floating high over our Great Moon Gate. Now watch the illusion as you approach . . . you will see the glorious Flag exactly centered in the arch of

"THE GATEWAY TO BETTER GARDENS"

